# Business growth and innovation

This programme of training and coaching is designed to equip participants with the tools and resources necessary to plan for and achieve sustainable growth in their business. Whether you are a relatively new business or well-established, you will be supported to build a toolkit for your business that will support growth. You will be learning alongside other businesses from Corby, hearing about their successes and challenges and developing a strong and supportive business network that you can rely on for support and advice in the longer term.

Whatever the stage of your business, there will be something for you in each of the six days of training and coaching.

How it works:

* attend 6 group business coaching days spread over 6 months
* you will be part of a small group of like-minded business owners looking to overcome barriers and come up with solutions for growth
* a professional business coach will work with you and the group to discuss options and plans for you to take forward
* you can access up to 3 hours of one-to-one support with the business coach to help you focus, create your own action plan and move forward
* you will be able to access free networking and information events where inspirational business leaders will talk about their experiences

What you get from the programme:

* bespoke tool kit for growth
* achieve sustainable growth
* continuous support from Enterprise4Corby with one-to-one follow up sessions to help you move your plans forward
* individual one-to-one coaching
* build a supportive network peer group
* access to free network events

Eligibility:

* you should be a small business with a business address in the borough of Corby
* you want to grow your business in the next 12 months through turnover or employees
* you should have been trading for a minimum of 12 months with a current turnover that covers your salary

The 6 days of training and coaching are:

# Tools for growth

This day will focus on the key task of business planning and introduce you to well-established and proven planning tools. You will be introduced to a range of different tools, learn how to use them in the context of your business and be provided with coaching on how to apply them specifically within your business. At the end of the day you will leave with a range of business planning tools and know which one will work best for your business.

Benefits:

* understand business planning and its importance for growth
* be equipped with proven business planning tools to plan for growth
* have a clear and easy-to-use structure for your business plan and know what the factors are for a successful business plan
* know what tool is most appropriate for your business and have an action plan for using it

# Smart management for growth

This day will introduce the concepts of SMART management and SMARTER working. We will introduce tools that the most effective people in business use and support you to apply them and use them. We will also explore ethical issues that can help make your business SMARTER and give it a unique selling point - issues such as corporate social responsibility, environmental responsibility and green business practices.

Benefits:

* understand your values and the values of your business - what drives success
* know how to set specific goals and activities that support growth and build momentum
* understand the added value of being an ethical business and the value to customers
* thinking ahead and keeping growth moving - plan, do, check and act
* have an action plan for your business and moving forward as a SMARTER business

# Habits for success

During this day we will explore the importance of having clear and accountable structures and processes that facilitate business development and growth from the outset. Structures, processes and systems are there to serve the business and underpin smooth operation that supports growth - we will explore key things to consider in organizational structure, finances, human resources, customer management and ensure you know how to apply this to your business.

Benefits:

* business structures - knowing how to choose the right one for you
* understanding the key things about managing finances and how to do it well
* spreadsheets and using them to manage finances for growth
* contracting and invoices - managing the detail, getting paid and keeping records

# Marketing for success

You will be introduced to the key principles of marketing and the characteristics of successful marketing campaigns. We will start by looking at your products and services and the values that underpin them. What is your passion that drives you to create this product or service? In unlocking and understanding your main drivers and linking this to your marketing you build integrity into your products and services and you understand how to see this from the customer’s perspective. We will introduce you to different marketing tools and approaches and help you identify how best to target your customers.

Benefits:

* know and unlock your values and what drives you create this product
* develop marketing materials that represent you and your service and see them from the customer’s perspective
* what is your Unique Selling Point (USP) and how to communicate this to customers?
* marketing tools and approaches - knowing what will work for my business
* networks and networking - finding the ones that will bring me business

# Sales, presentations and pitching

In this day we will look at what does a customer want to hear? Why will people buy your product or service? We will look at the customer journey and help you to walk in their shoes. We will explore why you buy certain services or products and why they appeal to you. We will unlock the secret to building rapport with your customers so that you can secure and build long-term relationships with them.

Benefits:

* know your customers journey and what they want from you
* develop key rapport building skills and practice using them
* know the key things to include in a sales pitch and presentation
* develop a business or sales presentation and practice delivering it with confidence
* know how to deal with complaints and understand the value of complaints to your business growth

# Measuring, managing and maintaining growth

This day will review the learning from the previous five days and consolidate it by identifying how you can measure and maintain growth. It will introduce you to business tools that can help to identify your growth curve, plus, when you need to plan the next phase to maintain growth. It will equip you with creative tools to look to the future, identify change and how to manage change effectively and efficiently to maintain growth.

Benefits:

* know the key performance indicators for my business and be able to measure and monitor growth - financial indicators and qualitative indicators
* people - my best resource, how to manage and build motivation and achievement for success
* planning for the future - how will the business manage without me
* change and planning for change - knowing how to do it well
* keeping true to my values while growing my business

Places are limited so if you would like further information regarding the programme and how to apply please phone Caroline Adams on 01536 560518 or email

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